

## Message Text

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72

ACTION PER-05

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FM AMEMBASSY LAGOS

TO SECSTATE WASHDC 3028

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E.O. 11652: N/A

TAGS: APER, BEXP

SUBJECT: STRENGTHENING BUSINESS SERVICES AND TRADE PROMOTION

REF: STATE A-10322, 12/18/73

1. THE ECONOMIC/COMMERCIAL SECTION AT LAGOS HAS A COMPLEMENT OF SIX FSO'S. RESPONSIBILITIES ARE DIVIDED AS FOLLOWS: COUNSELOR, OVERALL COORDINATION AND LIAISON WITH AID, USIS, AGRICULTURAL ATTACHE, FAA REPRESENTATIVE: PETROLEUM OFFICER, WITH RESPONSIBILITY FOR OIL AND ENERGY RELATED INDUSTRIES, AND SO-CALLED HEAVY INDUSTRIES (E.G., IRON AND STEEL); TRANSPORT AND COMMUNICATIONS OFFICER, WITH RESPONSIBILITY FOR TELECOMMUNICATIONS, SHIPPING, AIR, AND ROAD TRANSPORT INDUSTRIES, AND FOR MAJOR INFRASTRUCTURE (I.E., DEVELOPMENT) PROJECTS: FINANCIAL OFFICER, WITH RESPONSIBILITY FOR ANALYZING AND REPORTING ECONOMIC AND FINANCIAL TRENDS, AND PROVISION OF SPECIALIZED ADVICE TO BUSINESSMEN ON BANKING AND FINANCIAL MATTERS, INCLUDING EXIM, FCIA, OPIC: COMMERCIAL ATTACHE AND ASSISTANT COMMERCIAL ATTACHE, WHO HAVE RESPONSIBILITY FOR COORDINATING SERVICES TO THE BUSINESS COMMUNITY (E.G., WTDR'S.; 54-\$3 099457,85IES, AGENCY SURVEYS, TRADE COMPLAINTS, COMMERCIAL NEWSLETTER); FOR ORGANIZING TRADE PROMOTIONS (E.G., DEPARTMENT OF COMMERCE TRADE MISSIONS, SEMINARS), AND FOR INDUSTRY AND COMMODITY ANALYSIS AND MARKET RESEARCH IN FIELDS NOT COVERED BY THE THREE SPECIALIZED OFFICERS.

2. WITHIN THEIR AREAS OF SPECIALIZATION ALL OFFICERS PERFORM A FULL RANGE OF INVESTOR RELATED AND BUSINESS CONTACT

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ACTIVITIES. IT IS THE RESPONSIBILITY OF THE PETROLEUM OFFICER

FOR EXAMPLE TO KEEP HIMSELF INFORMED ABOUT AND TO REPORT MARKET DEVELOPMENTS AND OPPORTUNITIES IN THE OIL AND ENERGY RELATED FIELD: TO RECEIVE AND ASSIST INTERESTED AMERICAN AND NIGERIAN BUSINESSMEN: AND IN COORDINATION WITH THE COMMERCIAL ATTACHE, TO SUPPORT TRADE MISSIONS OR OTHER TRADE PROMOTION ACTIVITIES IN THIS FIELD. THE TRANSPORT AND COMMUNICATIONS OFFICER AND THE FINANCIAL OFFICER HAVE SIMILAR RESPONSIBILITIES IN THEIR FIELDS FOR REPORTING MARKET OPPORTUNITIES ASSISTING BUSINESSMEN (INCLUDING BANKING AND INSURANCE FIRMS), AND

SUPPORTING TRADE PROMOTIONS. THE FINANCIAL OFFICER ALSO ASSISTS IN THE BANKING AND FOREIGN EXCHANGE ASPECTS OF ANY MATTER THAT ENGAGES THE ECONOMIC/COMMERCIAL SECTION, E.G., PAYMENTS AND REMITTANCES TO US BUSINESSMEN.

3. ALL THE ECONOMIC/COMMERCIAL OFFICERS HAVE REPRESENTATION AND NEGOTIATION-SUPPORT ROLES AND FULL ACCESS TO RELEVANT DIPLOMATIC POLICY DEVELOPMENTS.

A. THE LATTER IS ACHIEVED THROUGH DAILY DISTRIBUTION OF RELEVANT DEPARTMENTAL AND OTHER COMMUNICATIONS TO ALL

OFFICERS AND BY DAILY MEETINGS ATTENDED BY ALL ECON/CML OFFICERS. ONCE A WEEK WE MEET SPECIALLY AS A TRADE PROMOTION TEAM WITH REPRESENTATIVES OF USIS AND THE AGRICULTURAL ATTACHE'S OFFICE. ACTION OFFICERS ARE ALSO ENCOURAGED TO SIT IN ON MEETINGS THAT THE AMBASSADOR HAS WITH VISITING BUSINESSMEN, AND TO MAKE PRESENTATIONS ON THEIR SUBJECTS IN THE AMBASSADOR'S STAFF MEETINGS, AND AS APPROPRIATE, IN COUNTRY TEAM MEETINGS.

B. REPRESENTATION AND NEGOTIATION-SUPPORT ROLES ARE SHARED AMONG OFFICERS IN ACCORDANCE WITH THEIR FUNCTIONAL RESPONSIBILITIES. THE PETROLEUM, TRANSPORT AND COMMUNICATIONS, AND FINANCIAL OFFICERS ARE ACTIVE IN FIELDS WHERE THE NIGERIAN PUBLIC SECTOR IS DOMINANT AND THEIR RELATIONS ARE PRIMARILY WITH THE RESPECTIVE FEDERAL MINISTRIES AND STATUTORY CORPORATIONS, BUT ALSO WITH THE NIGERIAN AND AMERICAN BUSINESS AND BANKING COMMUNITIES. THE COMMERCIAL AND ASSISTANT COMMERCIAL ATTACHES' EFFORTS ARE DIRECTED PRIMARILY AT PRIVATE SECTOR ORGANIZATIONS, SUCH AS THE CHAMBER OF COMMERCE, UNCLASSIFIED

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ASSOCIATION OF MANUFACTURERS, INSTITUTE OF MANAGEMENT, BUT THEY ALSO MAINTAIN RELATIONS WITH THE FEDERAL MINISTRIES AND AGENCIES AND STATE GOVERNMENTS.

4. COMMENT: THE STRUCTURE DESCRIBED IN THIS MESSAGE IS ESSENTIALLY THE STRUCTURE THAT NOW EXISTS, AND WE HAVE NO RECOMMENDATIONS NOW FOR RESTRUCTURING.

A. WE BELIEVE THAT IN THE LAGOS SITUATION THE EXISTING  
STRUCTURE HAS ACHIEVED THE OBJECTIVE OF BRINGING ALL  
ECONOMIC/COMMERCIAL OFFICERS INTO INVESTOR RELATED AND  
BUSINESS CONTACT ACTIVITIES AND THAT IT ASSURES THEM ALL  
APPROPRIATE REPRESENTATION AND NEGOTIATION-SUPPORT ROLES.  
WE WOULD NONETHELESS WELCOME COMMENTS AND SUGGESTIONS.

B. WE ARE, HOWEVER, CONSIDERING THE DESIRABILITY OF  
RECASTING FUNCTIONS IN ORDER TO CHARGE ONE OFFICER (OTHER  
THAN COMMERCIAL ATTACHE) WITH RESPONSIBILITY FOR PLANNING,  
RESEARCHING, ORGANIZING AND STAGING ALL TRADE PROMOTIONS, I.E.,  
TRADE MISSIONSGN SEMINARS, CATALOGUE SHOWS (IN OTHER WORDS  
A TRADE PROMOTION OFFICER). IF THE COMMERCIAL ATTACHE COULD  
THEREBY BE DIVESTED OF DIRECT RESPONSIBILITY FOR THIS  
ACTIVITY WE THINK HE COULD ABSORB MOST OF THE TAKS NOW  
DISCHARGED BY THE ASSISTANT COMMERCIAL ATTACHE,  
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